



PRODUCT AVAILABLE NOVEMBER 1, 2025

Swan Unveils New Optima™ Collection by Veritek Pro— A Breakthrough in Performance-Driven Bath Solutions

Centralia, IL – September 26, 2025 – Swan®, a leader in American-made bathware since 1964, proudly announces the launch of its newest innovation: the **Optima™ Collection by Veritek Pro**, a performance-focused collection designed to elevate affordability, durability, and installation efficiency in multi-family and residential construction projects.

The **Optima™ Collection** is the latest addition to Swan's **Veritek Pro Professional Series**, delivering the industry's first multi-piece, watertight tub shower product. Designed with professional contractors and stocking wholesalers in mind, Optima™ answers the demand for cost-effective, fast-installation solutions — without compromising on quality or style.

“With Optima, we’re reinforcing our commitment to ‘Building Better Surfaces’ by offering a value-based product line that meets today’s installation demands while delivering long-term performance,” said Ray Torres, Director of Research and Development at Swan.

Key Features of Optima™:

- **Material:** Durable compression-molded material with a gloss finish.
- **Installation:** Direct-to-stud, 5- piece (2-piece backwall, 2 sidewalls, 1 tub) unit; no felt, or clips, designed for a fast installation.
- **Aesthetics:** “Hydro Seal” patented water containment flange, full length backwall shelf
- **Dimensions:** Available in popular configurations including 60" x 30" x 76" and 60" x 32" x 76" tub/shower kits.
- **Warranty:** 15-year residential and 3-year limited commercial warranty.

Designed for Performance, Built for Value

Ideal for multi-family housing, builder-grade installations, and cost-conscious renovations, **Optima™** is engineered for projects that require streamlined logistics, simplified ordering, and fast job site turnaround — all while upholding Swan's standard for American-made craftsmanship.



Seamless Availability Across the Swan Network

The Optima™ line is available through Swan's **Regional Delivery Program** and **Mixed Truckload Program**, allowing stocking wholesalers to mix Optima with other Swan products such as **Veritek™ Pro**, **Swanstone® walls and pans**, **vanity tops**, and **utility sinks** — with no freight charges and no pallet fees on qualifying orders.

For purchasing information, contact your regional Swan representative or email: **help@swanstone.com**.

For product specifications and downloads, visit:

👉 www.swanstone.com

About Swan®

Since 1964, Swan has been a trusted name in innovative bathware solutions, offering U.S.-made, solid surface products known for durability, elegance, and long-term value. Backed by decades of experience and a commitment to Total Solutions, Swan serves both residential and commercial markets with products that are easy to install, easy to maintain, and designed to last a lifetime.

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